

The thesis is called Mediatization of Political Parties in the Election Campaign. It takes for its widest background the analytical concept of mediatization, which is proved to be a useful tool for reflecting the relationship of political actors and mass media. Majority of people in modern democracies perceive political life of their country through mass media, which is a basic fact of which both the media and political actors are aware. Mass media play a major role in constituting a specific kind of public sphere and they affect the way in which the processes of decision making are done. Political actors take into account the power of mass media while making the everyday politics and even more when it comes to the elections.